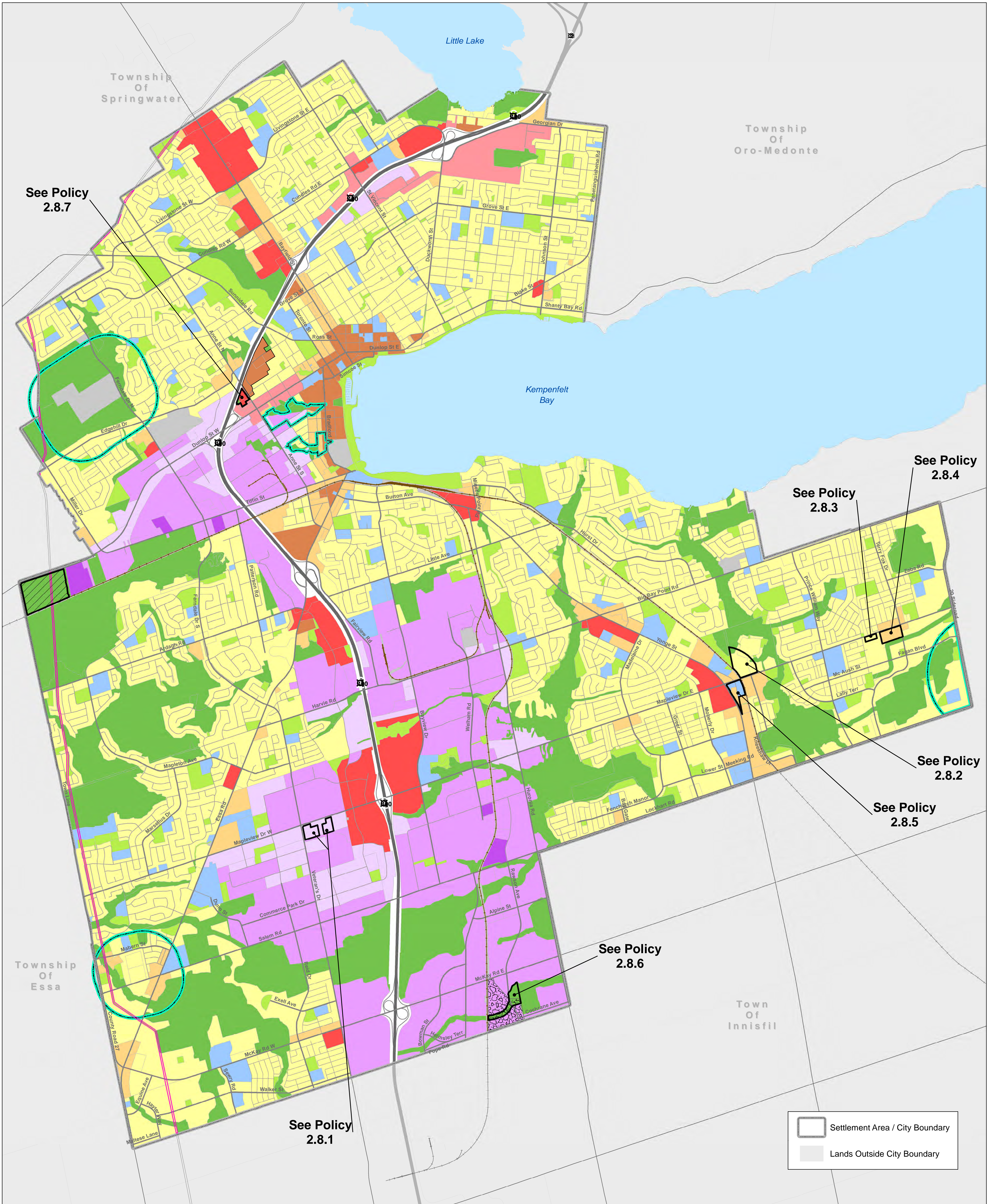




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Appendix 2:  
Proposed Amendment to Barrie Official Plan Map 2 – Land Use Designations

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# OFFICIAL PLAN

## MAP 2

### Land Use Designations As Modified and Approved by the Ministry of Municipal Affairs and Housing December 6, 2023

Neighbourhood Area

Medium Density

High Density

Strategic Employment and Economic District (SEED)

Commercial District

Community Hub

Employment Area - Non Industrial

Employment Area - Industrial

Employment Area - Restrictive Industrial

Natural Heritage System

Greenspace

Infrastructure and Utility

Waste Disposal Assessment Area

Extractive Industrial

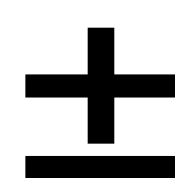
Defined Policy Area

Application Before the Local Planning Appeal Tribunal (LPAT)

TransCanada Pipeline Right-of-way

\* All land use designations extend to the centre line of the right-of-way for streets. Land use designations, where applicable, extend to/terminate at the boundary of the right-of-way for provincial highways, rail corridors and utility corridors.

\*\* Certain features like roads, parks and trails within the undeveloped designated greenfield area are conceptual and subject to change.



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Development Services 3/2/2022



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Appendix 3:  
Landowners Group Submission to City

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November 21, 2023

City of Barrie  
70 Collier Street  
Barrie, Ontario L4M 4Z2

Re: Submission in Support of Proposed Intensification of Development of Properties Fronting Wellington Street West between Anne Street and Kidd's Creek

This submission is made on behalf of all owners of properties fronting Wellington Street West between Anne Street on the west and Kidd's Creek to the east. Information of the participating owners and their properties is provided in the Appendix. For the purposes of this submission the properties are collectively referred to as the "Subject Area" and are shown on the attached "Context Map".

BACKGROUND:

The subject area is subject to the provisions of the City of Barrie Official Plan 2051 (OP) as originally approved with modifications by the Ontario Minister of Municipal Affairs and Housing (MMAH) on April 11, 2023.

OP Map 1 – Community Structure (attached) does not have any designations for the subject area other than being within a "Built-up Area".

OP Map 2 – Land Use Designations (attached) designates most of the subject area for "Commercial District" uses. The properties having municipal addresses of 125 and 135/139 Wellington St. W. are designated "Medium Density" Residential.

On October 23, 2023 MMAH announced that its approval of the OP has been rescinded for a 45 day "review period" commencing on that day. During this period the City of Barrie will have an opportunity to submit suggested changes and updates to the OP to MMAH for its consideration prior to MMAH re-establishing its approval of it. MMAH's announcement is available from their website at the following link:

[Ontario Winding Back Changes to Official Plans | Ontario Newsroom](#)

This submission provides a basis for the City to include the intensification of development of the subject area in its suggested change or updates to MMAH for the OP as outlined herein

BASIS FOR INTENSIFICATION REQUEST:

The subject properties can be characterized as being “underutilized” with mid-rise built-forms and strip plaza type commercial forms established in the early 1960s and having large areas of surface parking. Wellington St. W. is a major arterial road with two Public Transit routes. As such, they are ideally suitable for redevelopment that would result in an intensification of the use of them as shown on the Development Concept provided with this submission.

The request consists of:

1 – establishing OP Map 1 designations for “Strategic Growth Area” (“SGA”) for the entire subject area and an “Intensification Corridor” (“IC”) designation for Wellington St. W.; and,

2– establishing a “Commercial District” designation of OP Map 2 for the entire subject area and with specific modifications to the land use policies for it to permit greater flexibility of accommodating residential uses such as the height of buildings, density of development, distribution amongst built-form types, etc.

Current SGA designations of OP Map 1 are in locations along Highway 400 or arterial roads similar in character to the circumstances of the subject area. Similarly, the same can be said for the IC designations of OP Map 1 for arterial roads including the current IC designation for Anne St. which Wellington St. W. intersects.

The subject area is appropriate for the SGA and IC designations based on a review of the applicable relevant OP policies for them as follows (including yellow-highlighted text for emphasis):

#### Strategic Growth Area:

##### *“2.3.3 Strategic Growth Areas (SGAs)*

*Strategic Growth Areas have been identified at key locations throughout the city as shown on Map 1 to this Plan. Strategic Growth Areas are intended as focal points and long-term centres of residential growth, commerce, jobs, and social interaction. In addition to other policies of this Plan, the following policies shall apply to Strategic Growth Areas:*

*a) Strategic Growth Areas will be planned to become complete communities.*

*b) To enable each Strategic Growth Area to become a complete community, the City will plan a critical population mass for the Strategic Growth Area that will attract food retailers to provide local residents with local access to fresh food options.*

*c) Strategic Growth Areas shall accommodate higher levels of intensification, tall buildings, higher densities, and will be planned to evolve as distinct places of major activity around planned transit facilities, primary gateways into the City, and existing regional shopping destinations.*

*d) To serve both local residents and the city as a whole, Strategic Growth Areas will be planned as mixed-use areas that incorporate residential development as well as a wide range of other uses.*

f) Development in Strategic Growth Areas will be planned as transit-oriented, shall maximize the use of existing and planned transit infrastructure with appropriate transit-supportive densities and mix of uses, and be pedestrian-friendly to support active transportation. This should be achieved through comprehensive design in accordance with the policies in Section 3 of this Plan and should incorporate winter city design elements, in accordance with the City-Wide Urban Design Guidelines.

(MMAH modification No. 4)

g) The City will connect Strategic Growth Areas with higher-order transit by establishing dedicated transit facilities along Intensification Corridors.”

h) Higher densities and taller built form will be encouraged within Strategic Growth Areas and particularly at major intersections of Intensification Corridors. Higher densities will ensure sensitive transition to adjacent areas in accordance with the respective land use designation policies, as well as the transition policies in Section 3.

i) Strategic Growth Areas will contain community gathering and celebration spaces to encourage social interaction and activity. ...

The Section 3 policies referenced in policy 2.3.3 f) above are those of OP Section 3.2: General Urban Design and include:

#### “3.2.1 Human Scale Design

b) Attention must be paid to appropriate transition between existing and planned land uses and built form. While still conforming with the development standards of the appropriate land use designation, this may result in lower heights and densities than proposed based on or responding to site characteristics, building and site performance, and neighbourhood context.

c) Height and density are built form characteristics that are interrelated. Given this, proposed developments must seek a balance between height and density that is context sensitive, recognizing that areas including intensification corridors, Strategic Growth Areas, Major Transit Station Areas and the Urban Growth Centre are the focus for increased heights and densities and will experience built form changes to achieve the City’s stated goals of evolving into a medium-sized City.”

(MMAH modification No.31)

#### Intensification Corridors:

#### “2.3.6 Intensification Corridors

Intensification Corridors are areas planned for higher-density and mixed-use development along arterial streets that connect Barrie’s growth centres. Intensification Corridors are illustrated on Map 1. In addition to other policies of this Plan, the following policies shall apply to the Intensification Corridor

a) *The function of Intensification Corridors is to support transit-oriented development in areas outside of Strategic Growth Areas, Urban Growth Centre, and Major Transit Station Areas, and take a forward-looking approach to development that is walkable and with a range of uses that support transit users in accordance with the respective land use designation.*

b) *It is expected that the level of intensification will vary along the length of an Intensification Corridor to reflect different contexts. The scale of built form along Intensification Corridors must conform with the applicable land use designation and Section 3 policies.*

c) *Intensification Corridors will be planned so that all new development and redevelopment within these corridors are supported by public transit infrastructure and active transportation infrastructure. This infrastructure should also incorporate winter city design elements, as detailed in the City-Wide Urban Design Guidelines.*

*(MMAH modification No. 6)*

d) *For those street segments identified as Intensification Corridors:*

i) *The properties fronting those streets are the properties envisioned for development or redevelopment; and,*

ii) *Development or redevelopment, where possible, must be oriented towards those street segments."*

#### DEVELOPMENT CONCEPT:

The Development Concept included with this submission provides for about an additional 5,140 housing units. The owner of the Wellington Plaza shopping centre at 165 Wellington St. W. has advised that it is their present intention to maintain a major food retail use within any redevelopment of its property. This would be in accordance with the provisions of OP policy 2.3.3 b).

#### CONCLUSION:

The Development Concept is in accordance with the objectives of the OP policies for SGAs and ICs. The approval of development applications based on it or another DC similar in scale would provide significant assistance to the City to meet or exceed its "housing pledge" to the Provincial government to facilitate the construction of 23,000 housing units within the City by 2031 as its contribution towards the Province's goal of building at least 1.5 million homes by 2031.



Adam Layton  
B.E.S., RPP, M.C.I. P.  
Principal



Michael Gray  
Senior Planner



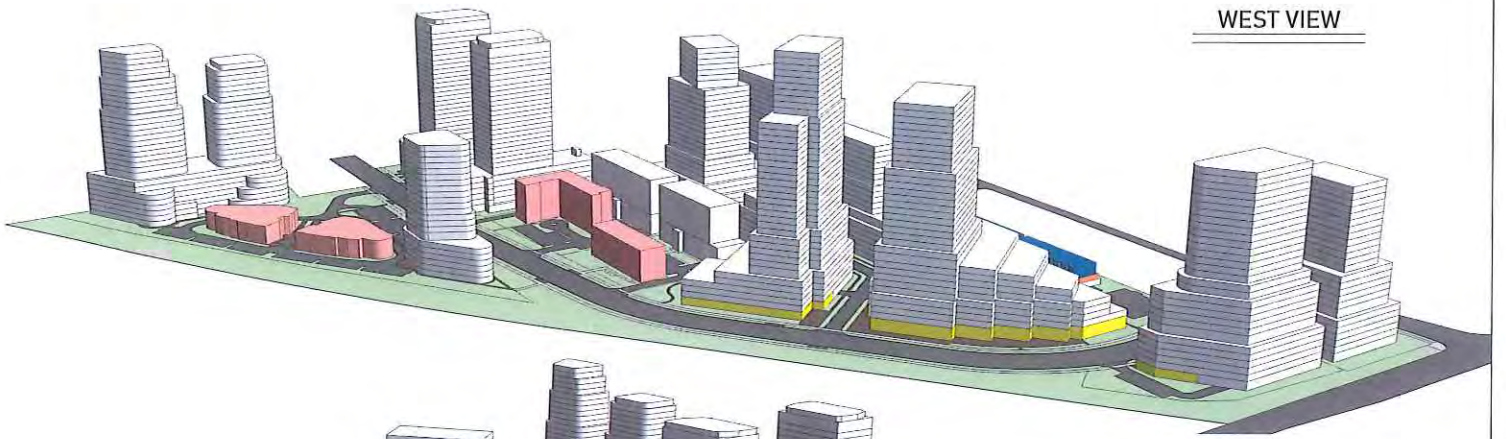
**PROPOSED INTENSIFICATION AREA  
WELLINGTON ST. W.**



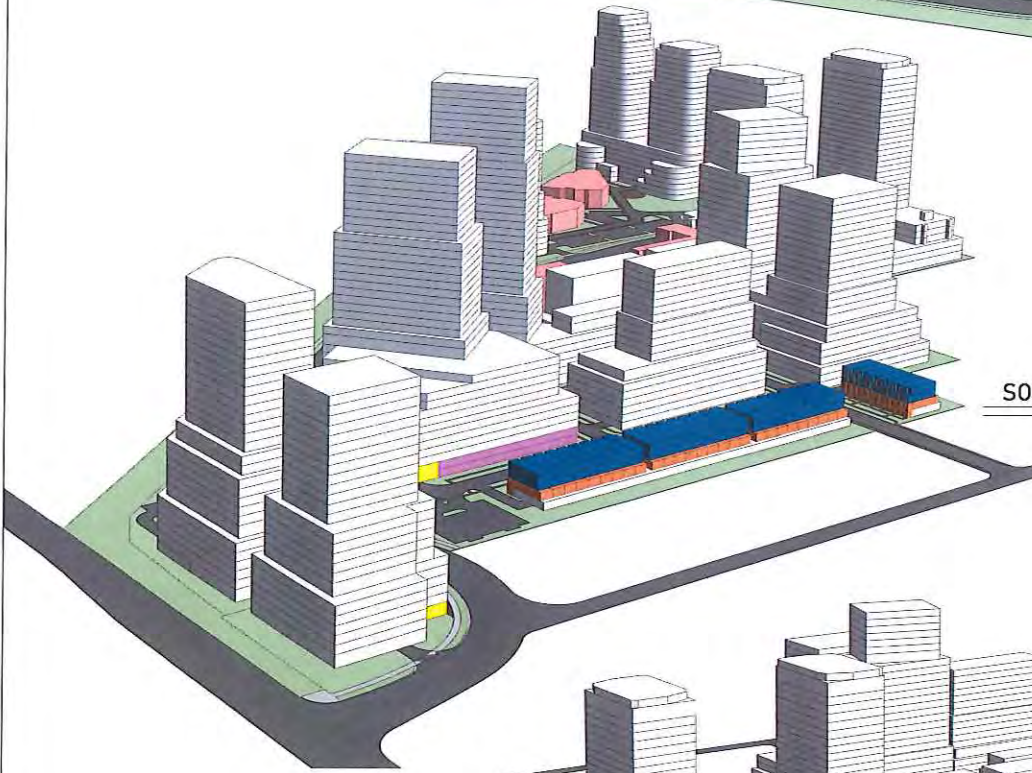


011 PLAN  
SCALE: 1"=50'

WEST VIEW



SOUTH VIEW

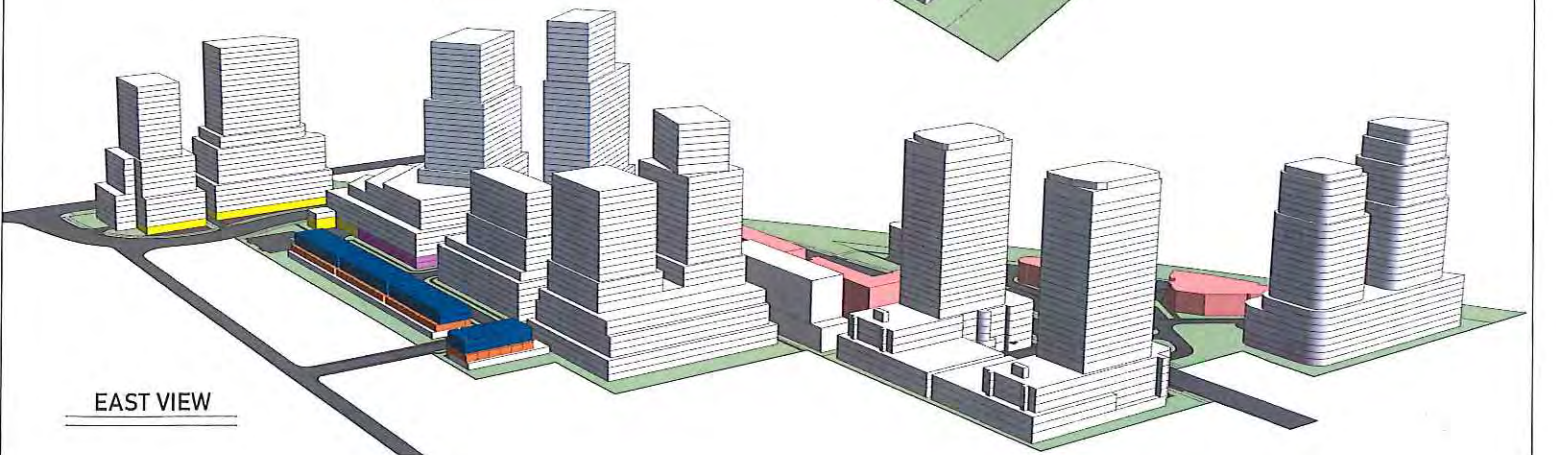


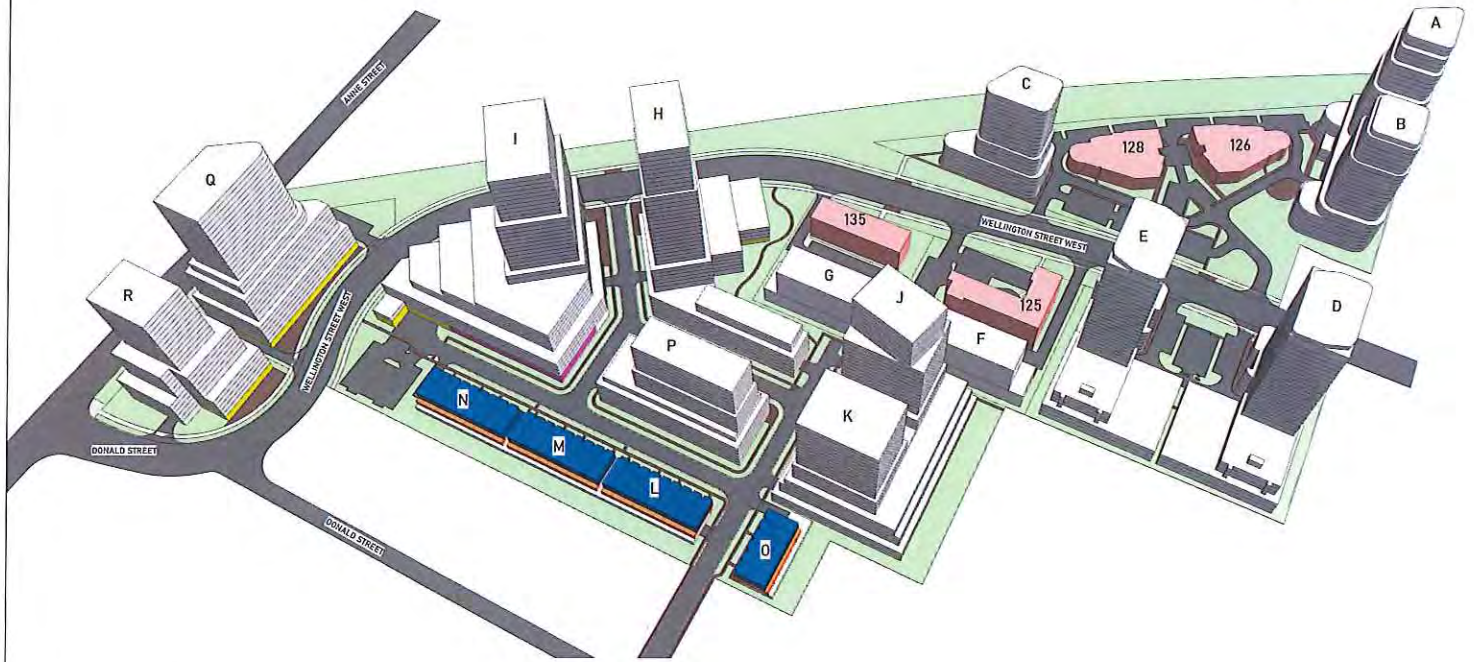
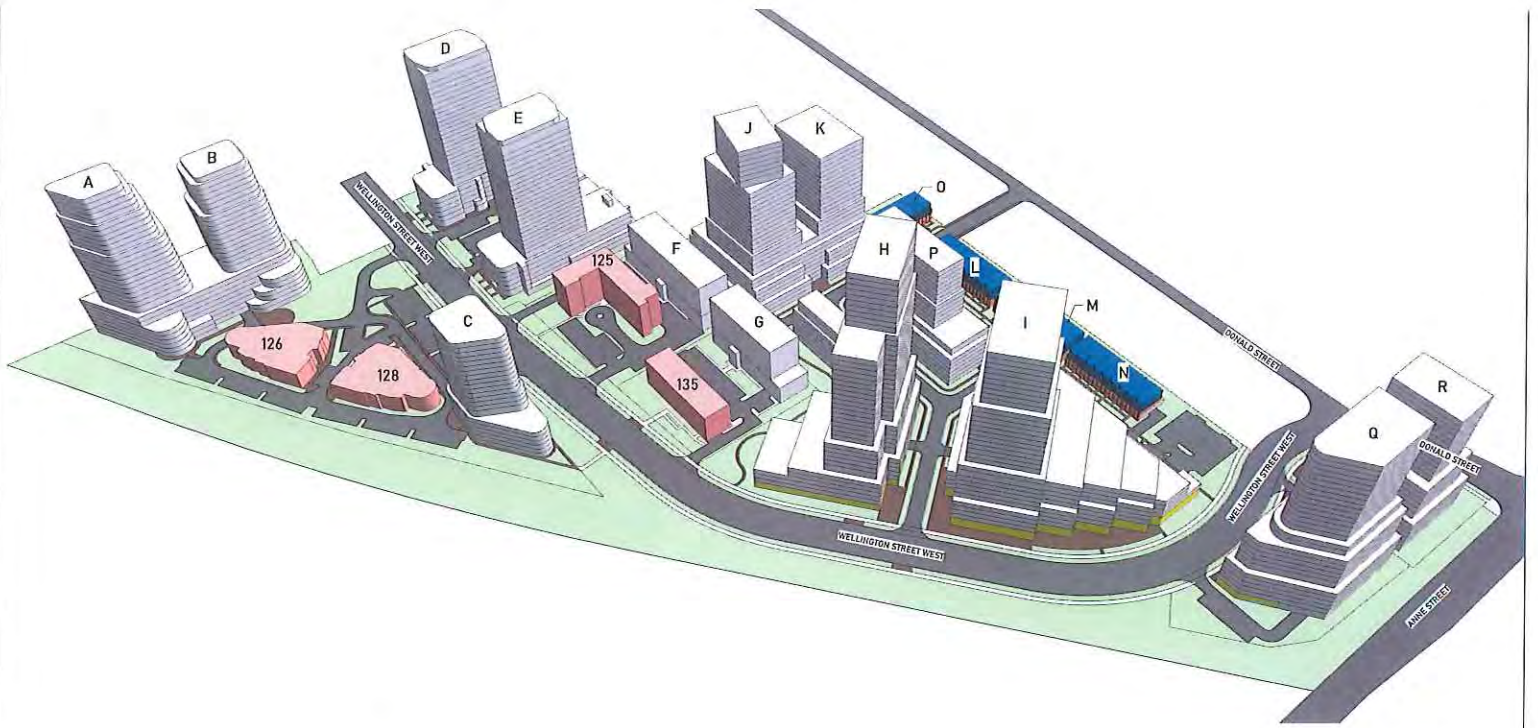
NORTH VIEW



**ISM** ARCHITECTS  
Inc.

EAST VIEW





**NEW BUILDINGS**

A - 30 STOREY	- 266 UNITS	
B - 26 STOREY	- 245 UNITS	
C - 22 STOREY	- 216 UNITS	- 280 units/ha
D - 33 STOREY	- 439 UNITS	
E - 30 STOREY	- 410 UNITS	- 602 units/ha
F - 10 STOREY	- 133 UNITS	- 312 units/ha
G - 10 STOREY	- 91 UNITS	- 250 units/ha
H - 40 STOREY	- 650 UNITS	
I - 35 STOREY	- 900 UNITS	
J - 32 STOREY	- 450 UNITS	
K - 25 STOREY	- 350 UNITS	
L - 4 STOREY	- 18 UNITS	
M - 4 STOREY	- 18 UNITS	
N - 4 STOREY	- 18 UNITS	
O - 4 STOREY	- 12 UNITS	
P - 19 STOREY	- 249 UNITS	- 490 units/ha
Q - 30 STOREY	- 450 UNITS	- 767 units/ha
R - 25 STOREY	- 225 UNITS	- 551 units/ha
<b>TOTAL</b>	<b>- 5,140 UNITS</b>	
	<b>+ (172 existing units)</b>	
	<b>= 5,312</b>	

**EXISTING BUILDINGS TO BE RETAINED**

125 WELLINGTON STREET WEST	- 8 STOREY	- 110 UNIT APARTMENT
126 WELLINGTON STREET WEST	- 3 STOREY	- OFFICE BUILDING
128 WELLINGTON STREET WEST	- 3 STOREY	- OFFICE BUILDING
135 WELLINGTON STREET WEST	- 6 STOREY	- 62 UNIT APARTMENT

**NEW & RETAINED COMMERCIAL**

D	- 525m <sup>2</sup>
E	- 525m <sup>2</sup>
H	- 2,415m <sup>2</sup>
I	- 3,900m <sup>2</sup>
Q	- 2,018m <sup>2</sup>
R	- 648m <sup>2</sup>
<b>TOTAL</b>	<b>- 10,031m<sup>2</sup></b>
<b>DIFFERENCE</b>	<b>- (5,359m<sup>2</sup>)</b>

**EXISTING COMMERCIAL**

165 PLAZA	- 13,600m <sup>2</sup>
FUDA BAKERY	- 1,790m <sup>2</sup>
<b>CURRENT</b>	<b>- 15,390m<sup>2</sup></b>

## Appendix

Wellington Street West Properties Participating in Request for  
Proposed Intensification Area (Strategic Growth Area and Intensification Corridor  
designations of Official Plan Map 1 – Community Structure)

Subject Lands - 2.70 ha



1:1000
1:2000
1:5000
1:10000
1:20000
1:50000
1:100000

126-128 Wellington Street West  
Churchill Place Business Office Complex  
1000169904 Ontario Inc.

Scale:



Subject Lands - 1.47 ha



1:10000	1:20000	1:50000	1:100000	1:250000	1:500000	1:1000000
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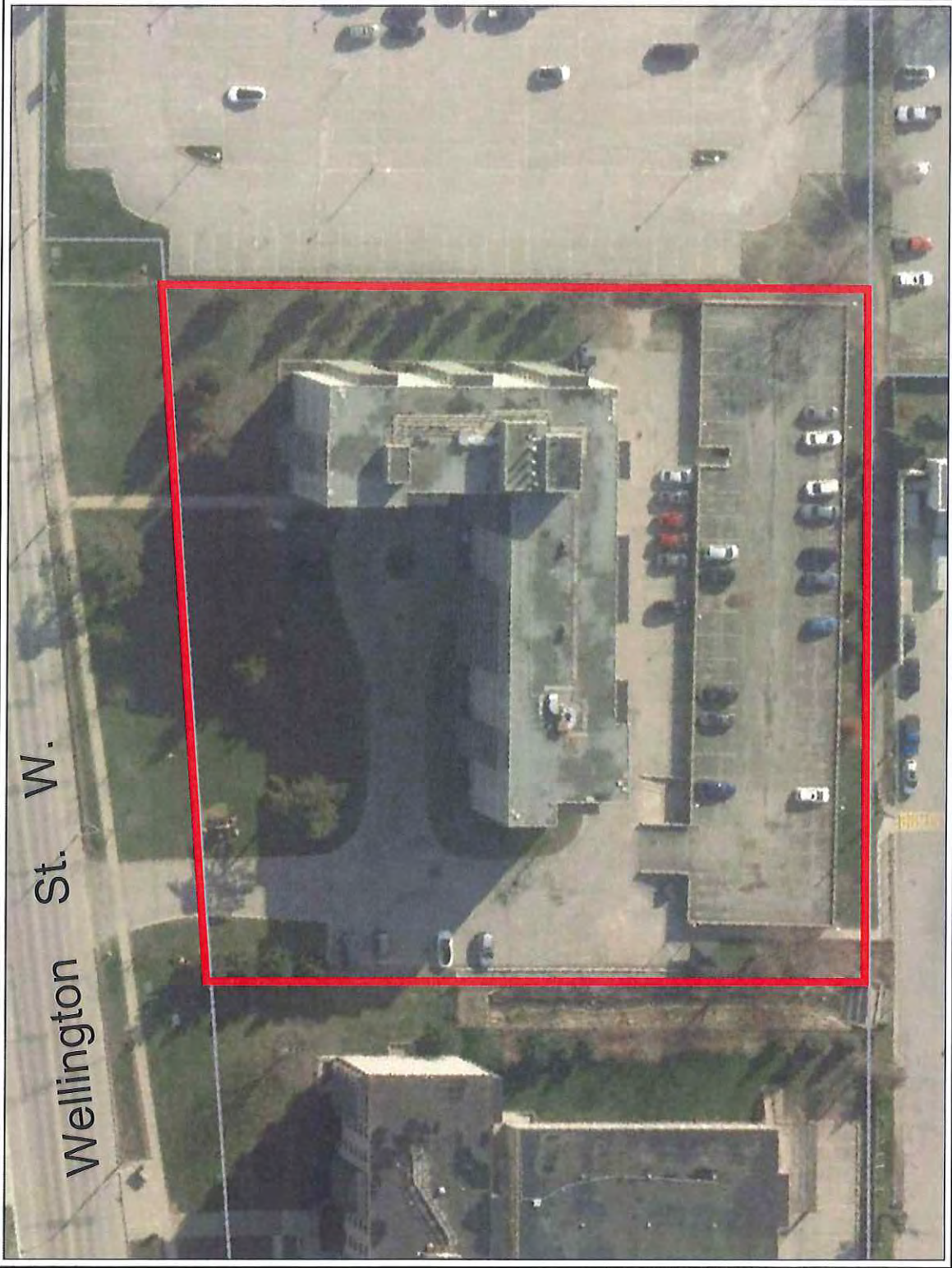
121 Wellington Street West  
MedLife Medical Centre  
Sundia Development

Scale: 0 5 10 20  
m





Wellington St. W.



Subject Lands - 0.61 ha



1:1	1:2	1:3	1:4	1:5	1:6	1:7	1:8	1:9	1:10	1:11	1:12	1:13	1:14	1:15	1:16	1:17	1:18	1:19	1:20
-----	-----	-----	-----	-----	-----	-----	-----	-----	------	------	------	------	------	------	------	------	------	------	------

125 Wellington Street West  
Cedarwood Court Apartments  
Melchior Management

Scale:  
0 5 10 15m







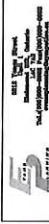
Subject Lanes - 5.36 ha



DATE	
SCALE	
PROJECT	
CLIENT	
PREPARED BY	
CHECKED BY	
APPROVED BY	

165 Wellington Street West  
Wellington Plaza Shopping Centre  
Barrie Plaza LAG Ltd.

Scale:  
0 10 20 30m





Subject Lands - 0.62 ha



1:1000
1:2000
1:5000
1:10000
1:20000
1:50000
1:100000

200 Wellington Street West  
Fuda Italian Bakery Plaza  
Rocco and Rita Fuda

Scale:

